THE MOST HONORED PICTURE OF OUR TIME!

THE BEST LOVED PICTURE OF ALL TIME!

SAMUEL GOLDWYN'S

Award-Winning Production

THE BEST YEARS OF OUR LIVES

Campaign Book

RKO Radio Pictures, Inc. Re-release

"The Best Years of Our Lives" Welcomed

"I was pleased to note that one of Samuel Goldwyn's best films—which means one of the best films ever made—is returning to the screen at a time when we can very well use it as entertainment and as a heart-warming lift for the nation's movie-goers. I refer to 'The Best Years of Our Lives,' which was made after World War II as a story of homecoming, and is still poignantly applicable today because of Korea."

—DOROTHY KILGALLEN, in her syndicated column, "THE VOICE OF BROADWAY"

TELEGRAM FROM THE GENERAL FEDERATION OF WOMEN'S CLUBS REQUESTING SAMUEL GOLDWYN TO BRING BACK "THE BEST YEARS OF OUR LIVES"

MR. SAMUEL GOLDWYN, HOLLYWOOD, CALIFORNIA:—

MEMBERS OF THE BOARD OF DIRECTORS OF THE GENERAL FEDERATION OF WOMEN'S CLUBS AT YESTERDAY'S DISCUSSION OF MOTION PICTURES IN WASHINGTON UNANIMOUSLY AGREED TO ASK YOU TO CONSIDER THE RE-RELEASING OF "THE BEST YEARS OF OUR LIVES." WE URGE YOU TO DO THIS AT THIS TIME BECAUSE WE FEEL THAT THE PROBLEMS OF THE PICTURE WILL AGAIN FACE MANY OF OUR BOYS RETURNING FROM KOREA AND IN OUR OPINION NO FINER EXEMPLIFICATION OF THE AMERICAN WAY OF LIFE COULD INTERPRET THESE PROBLEMS TO THE AMERICAN PEOPLE. WE BELIEVE THAT IT WILL STRIKE A RESPONSIVE CHORD IN THE HEARTS OF ALL AND INSPIRE A SYMPATHY AND UNDERSTANDING SORELY NEEDED IN THESE DIFFICULT TIMES. WE CONSIDER "THE BEST YEARS OF OUR LIVES" ONE OF THE GREAT CLASSICS OF THE SCREEN, AND IF YOU DO REISSUE IT WE WILL BE GLAD TO BRING IT TO THE ATTENTION OF OUR MEMBERS AS AN IMPORTANT AND STIMULATING CONTRIBUTION TO THE SOUL-STIRRING CHALLENGE OF ADJUSTMENT FOR OUR EX-SERVICEMEN.

MRS. OSCAR A. AHLGREN, PRES.
GENERAL FEDERATION OF WOMEN'S CLUBS

MRS. DEAN GRAY EDWARDS,
NATIONAL CHAIRMAN OF MOTION PICTURES

This action of the General Federation of Women's Clubs insures to exhibitors in every territory the backing of the most powerful women's organization in the United States. The General Federation has a direct membership of over 811,000, and an overall membership, with associated organizations, of over eleven million women, an imposing influence in any community!

The Hollywood Reporter — Trade Views by W. R. Wilkerson

• IT'S GOING to be interesting to watch the results of Sam Goldwyn's reissue of "The Best Years of Our Lives."

Previously the reissue of a good picture has just been a reissue prompted either by a void in a company's releasing schedule or a jump for ticket sales because of the timeliness of the showing of an old subject.

With Goldwyn, it will be on a different plane. Goldwyn will do it as Goldwyn does most things, with all stops out. He'll advertise and exploit this great picture of 1947 with even more advertising and exploitation than he draped around the show when it was first shown, AND RKO will go after exhibitor deals comparable with its '47 sales. Accordingly, this becomes more than just a reissue. It will bring back one of the great money pictures of six years ago at the same time as the stalled war and the probable return of U.S. GI's to their home diggings and their look at a new life.

Because of the great shortage of new pictures and because of the fact that Goldwyn is going to spend a lot of money giving "Best Years" a new start, the picture's reissue should become something of a boxoffice event; that is, provided the theatremen take the picture in the same stride that inspires Goldwyn in its new run.

We saw the picture the other night in its new screen form — on the big screen — and liked it even better than when we first saw it. The great story of the returning three GI's from the Japanese war fits currently like a glove. The story is not worn, to any extent, and the show could have been made today and released tomorrow.

The return of "Best Years" should be welcomed by the theatre operators as, we are certain, it will be greeted by the ticket buyers. It's a wonderful picture, and there are a lot of wonderful pictures of other years that could, with proper handling, go out and attract top patronage IF the distributors and the exhibitors will give them the proper support.

The Film Daily — Along the Rialto with PHIL M. DALY

"Best Years" Is Still Best

• • • SOME SEVEN YEARS and a few days ago "The Best Years of Our Lives" first appeared on the screen. . . . Immediately it was recognized as a monumental production achievement by Samuel Goldwyn. . . . William Wyler's striking direction of the Mackinlay Kantor story, scripted by Robert E. Sherwood, was a noteworthy effort. . . . The cast was just about the best selection ever. . . . The picture went on to bow throughout the world and everywhere it created profound impress. . . . Now Goldwyn is again about to issue the noted Academy Award winner. . . . Viewed the other night in an RKO neighborhood spot, the 172-minute film is still a profoundly affecting experience with pointed realism, tremendous emotional impact and high dramatic register. . . . The effect upon the audience was great—as great, Phil M. ventures to say, as it was upon audiences in 1946. . . . The varied messages contained in "The Best Years" are as timely and as potent seven years later as they were the first time around, and maybe more so. . . . So, it must be said and said emphatically, that if ever a film rated a comeback it is "The Best Years." . . . From this preview demonstration, said comback is going to be quite something to watch and report.

Variety — Best Years' Stands Test of Time

Hollywood, Dec. 8.

"Best Years of Our Lives," Samuel Goldwyn's 1946 Academy Award winner, is being reissued in 1.65 to 1 widescreen ratio late in January. New $250,000 advertising campaign will back dates in firstrun situations.

Shown in Hollywood to special press group last night (Monday) it's surprising how well this William Wyler-directed and Robert E. Sherwood-written film stands up in light of current events and atmosphere.

With Goldwyn giving film brand new ad campaign as though it's a fresh release, "Best Years," which runs two hours and 55 minutes, should again prove a boxoffice winner for exhibitors. Since there's whole new generation of veterans once again returning from war, picture is same provocative subject it was seven years ago.

Then there's added exploitation asset of film having won seven major Oscars, not counting Thalberg award to Goldwyn and special award to Harold Russell for bringing "hope and courage to his fellow veterans."

Scho.

Boxoffice — Good Timing

An important factor in the success of motion pictures often is timing of release. A fine production, such as "The Best Years of Our Lives," was sensationally successful, doubtless because it was initially released at a time when its story was given added impact by its timeliness and appeal to virtually every family in America. That factor should add in good measure to the drawing power of this production which Samuel Goldwyn has wisely timed for re-release around the first of the year. Conditions today, after the Korean war, are much the same as they were seven years ago, after World War II. Returning GIs, many with newly-acquired families, are experiencing the same problems attendant to their return to civilian life. The realistic aspects of the "Best Years" story made it one of the great motion pictures of our time. It should, again, prove to be a great attraction.

Ben Shlyen

Back to Screen by Influential Leaders!

SAMUEL GOLDWYN'S

"THE BEST YEARS OF OUR LIVES"

starring

MYRNA LOY • FREDRIC MARCH • DANA ANDREWS
TERESA WRIGHT • VIRGINIA MAYO • HOAGY CARMICHAEL
and CATHY O'DONNELL • HAROLD RUSSELL

Directed by **WILLIAM WYLER** Screen Play by **ROBERT E. SHERWOOD**

From a Novel by MacKINLAY KANTOR An RKO Radio Pictures Re-release

MOTION PICTURE DAILY

'Best Years' Still a Very Timely Motion Picture

By JAMES CUNNINGHAM

The still vivid memories instilled by Samuel Goldwyn's "The Best Years of Our Lives" 'way back in Nov., 1946, were not dimmed one iota Tuesday evening when distributor RKO Radio brought back this great production to the screen of RKO's 58th Street Theatre here, to show it to the press prior to its re-release in February. Rather, those memories of the unusually human tale about the homecoming of a trio of World War II veterans gained added lustre from the knowledge that here is one of the few great screen masterpieces about contemporary life that is as timely today as it was on the day it made its debut, seven years ago. For there are now "GI's" everywhere returning from Korea whose lives, home-life and problems are pretty much the counterparts of those of the returnees from World War II, as depicted in "Best Years."

Unlike most other top re-releases, "The Best Years" will be handled in the same manner as a new production is merchandised and promoted, with complete campaigns and showmanship treatment. Justifiably, much will be made of the fact in the contemplated $250,000 promotional campaign that this Samuel Goldwyn-produced and William Wyler-directed production is the "most honored picture of all time," with nine Academy awards and "virtually every other prize available to a motion picture."

A new approach will be made in all advertising, accessories and trailers. Co-operative advertising will give the production strong support and field men will operate much in the same manner as they do country-wide in behalf of a brand new top production.

We left the theatre particularly impressed with the picture's timeliness and significance, made so by the long-drawn-out participation of the armistice negotiators in Korea while our G.I.'s stood by tediously awaiting the start of their trip home. They have been trekking back to these shores for months; home, too, are the paraplegics, like Harold Russell in "Best Years"—all needing the sympathetic understanding that the sterling performances of GI's Russell, Fredric March and Dana Andrews inspire in "The Best Years."

We are told that a mounting succession of demands for the re-release have been voiced by spokesmen from organizations like the General Federation of Women's Clubs, from veterans' organizations and from newspapers and writers, especially those speaking for the generation that has grown up since the production was withdrawn from circulation some five years ago.

'Familiar Goldwyn Manner'

On Nov. 22, 1946, MOTION PICTURE DAILY's review of "The Best Years" said: "The modern motion picture audience . . . will like its humor, its love-making, its glimpses of family life, its small-city scenes and social life. It is quite likely they will swarm to it for many months. . . . The entire production is in the familiar Goldwyn manner of excellence and completeness. . . . The acting is excellent throughout." Not a word need be changed for any review of "The Best Years" today.

Many names of the cast are highly saleable—besides March, Andrews and Russell, there are Myrna Loy, Teresa Wright, Virginia Mayo, Cathy O'Donnell, Hoagy Carmichael, Gladys George, Steve Cochran, Ray Collins and Victor Cutler, to mention some.

The production runs two hours and 50 minutes; we enjoyed every one of them, on this, our third time around. This time, RKO projected it on wide-screen; it enhances some, but it does not need it. Robert Sherwood wrote the screenplay.

In addition to numerous editorial expressions of approval from eminent Trade sources—as exemplified by the reproductions here made—the return of "The Best Years of Our Lives" to the roster of current attractions has occasioned widespread favorable publicity, in the columns of the dailies, the weekly and monthly magazines and the class publications—a mounting wave of reaction favorable to the picture's presentation on any local screen.

An All-Time High Achieved in Awards and Honors!

From the long list of honors showered on the Samuel Goldwyn production, the following are cited as outstanding, the awards from trade publications, both domestic and foreign, being omitted as being too numerous for inclusion here.

Nine Awards from the Motion Picture Academy of Arts and Sciences:

To the picture as the best production—an Oscar.
To Fredric March for the best performance—an Oscar.
To Harold Russell as best supporting actor—an Oscar.
To William Wyler for best direction—an Oscar.
To Robert E. Sherwood for best-written screenplay—an Oscar.
To Hugh Fiedhofer for best scoring—an Oscar.
To Daniel Mandell for best editing—an Oscar.
To Harold Russell—Special Award, as a symbol.
To Samuel Goldwyn—The Irving Thalberg Memorial, for sustained excellence of production.

Award from British Film Academy as best film from any source shown in Great Britain during the year.

La Victoire—(French Oscar).

South Africa, for the first time in its history, waived the import tax on prints because of the film's "educational value."

At request of War Department Office of Military Government in Germany, picture shown to help re-educate Germans and Japanese in ways of democracy.

Wyler awarded top directing honors at Marienbad International Film Festival.

Brussels International Film Festival awards to Mr. Goldwyn and Miss Loy.

Best picture shown in Dominion of Canada during the year.

Foreign Language Press Film Critics Circle award for best picture.

Temple Emanuel Award.

Best foreign film—France.

Belgian Government parchment to Mr. Sherwood for screenplay.

LOOK film achievement award.

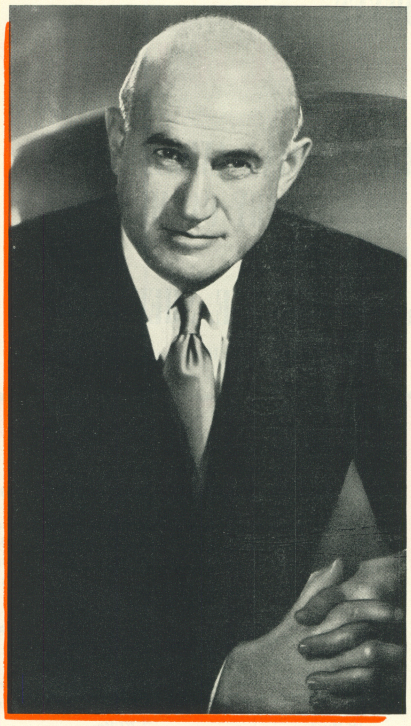
International Film Festival award.

Filmprisen (Denmark)

Hollywood Foreign Correspondents award—Best picture.

PAGE ONE AWARD—Newspaper Guild of New York.

As the Producer sees "Best Years"—



"—A deeply personal experience . . . ."

Because it won more Academy Awards than any other film in motion picture history and because it received more prizes and more tributes than Hollywood has ever known, "The Best Years of Our Lives" has become known as "the most honored picture of all time".

Perhaps it is. But somehow, this is not how I think of it. To me, it is not so much a matter of honors as of a deeply personal experience, the dramatic expression of events and emotions which I have shared intimately. Not because I produced the picture, but because I have known young men in love, struggling with their problems, "The Best Years of Our Lives" has always seemed a very real part of my own life.

And I find that other people feel the same way about it. They stop me in the street and ask me about Al and Millie, as if they were alive. Things always seem to remind people of "The Best Years of Our Lives". And they always ask the same question, "When can we see it again?"

The answer is: "Soon"—for "Best Years" is coming back to the screens and, I hope, the hearts of America. Its humor is as true and its drama as moving as it ever was. For there are things that do not change—things like coming home, like finding a job and a place for yourself, like falling in love. And these are the things that make up "The Best Years of Our Lives".

Samuel Goldwyn

The Cast

Milly Stephenson	MYRNA LOY
Al Stephenson	FREDRIC MARCH
Fred Derry	DANA ANDREWS
Peggy Stephenson	TERESA WRIGHT
Marie Derry	VIRGINIA MAYO
Wilma Cameron	CATHY O'DONNELL
Butch Engle	HOAGY CARMICHAEL
Homer Parrish	HAROLD RUSSELL
Hortense Derry	GLADYS GEORGE
Pat Derry	ROMAN BOHNEN
Mr. Milton	RAY COLLINS
Mrs. Parrish	MINNA GOMBELL
Mr. Parrish	WALTER BALDWIN
Cliff	STEVE COCHRAN

Mrs. Cameron, DOROTHY ADAMS; *Mr. Cameron*, DON BEDDOE; *Woody*, VICTOR CUTLER; *Luella Parrish*, MARLENE AAMES; *Prew*, CHARLES HALTON; *Mr. Mollett*, RAY TEAL; *Thorpe*, HOWLAND CHAMBERLAIN; *Novak*, DEAN WHITE; *Bullard*, ERSKINE SANFORD; *Rob Stephenson*, MICHAEL HALL.

Certificate No. 11972 . . . Produced by SAMUEL GOLDWYN . . . *Art Direction*, PERRY FERGUSON, GEORGE JENKINS . . . *Film Editor*, DANIEL MANDELL . . . *Costume Designer*, SHARAFF . . . *Set Decorations*, JULIA HERON . . . *Makeup*, ROBERT STEPHANOFF . . . *Hair Stylist*, MARIE CLARKE . . . *Sound Recorder*, RICHARD DE WEESE . . . *Music*, HUGO FRIEDHOFER . . . *Musical Direction*, EMIL NEWMAN.

(An RKO Radio Pictures Re-release.)

The Story

Fred Derry (Dana Andrews) is en route to the girl he married before he went overseas. Also bound for Boone City is *Sgt. Al Stephenson* (Fredric March) returning to his family, and his job at the Cornbelt Bank, and *Homer Parrish* (Harold Russell) a young sailor who lost both hands in Service. He wears articulated hooks, and worries how his sweetheart will feel when she sees them.

Homer's parents, his kid sister, *Luella*, and his sweetheart, *Wilma* (Cathy O'Donnell) greet him joyfully, but he is conscious of their shock as their eyes focus on the hooks. *Al's* welcome is equally warm. His wife *Milly* (Myrna Loy) is as beautiful as ever, but daughter *Peggy* (Teresa Wright) has grown to a charming young woman, and *Rob* (Michael Hall) is no longer a child. *Al* takes *Milly* and *Peggy* to go on a round of night-spots to celebrate his homecoming.

From his gin-soaked father (Roman Bohnen) and his blowsy step-mother (Gladys George), *Fred* learns that his wife *Marie* (Virginia Mayo) has moved away and taken a job in a night-club. He starts a dogged tour in search of her. In Butch's Place, "the best beer joint in town," he meets *Homer*, seeking escape from his overly considerate family. *Al* enters with *Milly* and *Peggy*. By the time *Butch* (Hoagy Carmichael) closes up shop, *Fred* and *Al* are both well in their cups. *Milly* and *Peggy* drive them home, where they put *Fred* to bed.

In the middle of the night *Fred* has a nightmare, reliving an anguishing moment of the war. *Peggy* enters to wake him from his horrible dream, and quiets him. The next morning they are unaccountably drawn to each other.

Fred at last finds *Marie*. She is as exciting and flashy as ever. *Al* is back at the bank, promoted to vice-president in charge of small loans. *Homer*, hyper-sensitive about the loss of his hands, mistakes *Wilma's* love for pity, and dares not ask her to marry him.

Marie does not take kindly to poverty when *Fred* has to go back to an old job at the drug store soda counter. *Fred* is depressed by the triviality of his life, except when *Peggy* drops by. One day they realize that they are in love.

Peggy asks *Fred* and *Marie* to an evening of dining and dancing. She thinks that it will cure her of what she supposes is a school-girl crush. But, before the evening is over she realizes that her love for *Fred* is real. Her family is shocked and alarmed when she tells them. *Al* is angry. He is also angry at the bank's treatment of veterans without collateral. He keeps his temper when he tells *Fred* flatly to keep away from *Peggy*. *Fred* sees the father's side. He tells *Peggy* to forget it.

In the drug-store, an offensive customer gets into an argument with *Homer*. *Fred* knocks the man out and gets fired. *Homer* grieves because, by defending him, *Fred* has lost his job. *Fred* asks him for one favor; to go to *Wilma* and ask her to marry him. *Homer* puts *Wilma* to a test, but *Wilma* is neither shocked nor repelled, only tenderly happy that at last they understand each other.

Meanwhile, *Fred* finds *Marie* entertaining a strange man (Steve Cochran). He knows then, that she is unfaithful to him. Jobless, estranged from both his wife and *Peggy*, there is nothing to hold *Fred* in Boone City. At an airport he wanders through a field of discarded Flying Fortresses. He climbs into one, nostalgically finds the bombardier's position, relives in memory one of the battle scenes in which he had risked his life. When *Fred* hears that the material is to be used for houses, he asks for a job, and gets one; he is on his way to rehabilitation.

So *Fred* stands up with *Homer* as he and *Wilma* are married. The *Stephensons* are there: *Al* is a little more understanding, *Milly* is sympathetic. *Butch* plays the wedding march. As *Homer* with his hooks slips the ring on *Wilma's* finger, *Fred's* eyes meet *Peggy's*. He knows that her smile welcomes him back.

(*Advance*)

Samuel Goldwyn's Award-Winning Screen Drama "The Best Years of Our Lives," Returns, Hailed by Press and Public

Noted Photoplay, with Its Star-Studded Cast, Is Warmly Received by Today's Audiences

The return of Samuel Goldwyn's "The Best Years of Our Lives" to the list of current screen attractions has been hailed as an event of much importance to the picture-going public as well as to the theatres that cater to its entertainment.

For this picture not only has the distinction of having won more awards in the annual distribution of honors by the Motion Picture Academy of Arts and Sciences than any other single production, it also proved itself, in theatres all over the world, to be one of the most effective and affecting screen attractions ever produced.

The decision of producer Samuel Goldwyn to bring the picture back into the current list of releases was reached only after repeated requests from many sources had urged his so doing. And this decision was hailed with expressions of approval on all sides, many of them taking shape as editorial expressions in trade and other media. The film will be the feature attraction at the ..... Theatre beginning .....

Screenings held in various sections of the country and before all types of audiences prior to its return not only established the fact that the picture exerts as powerful a pull as it ever did, but that it is as fresh, as timely and as vital an attraction for the theatre today as it was when first released.

The awards which "Best Years" won in 1947—for productions released in 1946—were nine in number, and included seven "Oscars", as symbolic of seven "bests", as follows:

To the picture itself, as the Best Production; to Fredric March, for the Best Performance; to Harold Russell, as the Best Supporting Actor; to William Wyler, as the Best Director; to Robt. E. Sherwood, for the Best Written Screenplay; to Hugo Fiedhofer, for the Best Scoring of a dramatic or comedy picture; and to Daniel Mandell, for the Best Editing. In addition there was a Special Award to Harold Russell, as "A Symbol to Our Disabled Veterans;" and the award of the Irving Thalberg Memorial to Samuel Goldwyn, for "High Achievement in Motion Pictures Over a Period of Years."

Other awards and honors have been heaped on this picture and those associated with it, both here and abroad, so that the accolade, "the most honored picture of all time," is no empty phrase. "The Best Years of Our Lives"—in the world of motion pictures has become the synonym for distinction.

The all-star cast which brings to the screen the three vividly delineated emotional crises around which the story revolves includes Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo; Hoagy Carmichael, Harold Russell and Cathy O'Donnell are featured in the other highly important roles.

March, Andrews and Russell have met on a plane bound for their home city, to which each is returning after a long absence—and each is returning to a woman he loves: March to his wife, Myrna Loy; Andrews to Virginia Mayo, his bride of a few weeks, whom he had left years before when he departed overseas; and Russell, maimed and handicapped, to his childhood sweetheart and waiting fiancee, Cathy O'Donnell, whom he had similarly left.

Humor runs high in the early sequences when March, who is funloving and easy-going, despite the fact that he is a bank executive, takes his wife and daughter (Teresa Wright) for an evening of doing the town by way of celebrating his return; Russell and Andrews—the former dispirited through contemplation of his handicap, and the latter blue, because he has been unable to locate his thoughtless wife, are met and drawn into the gaiety, —and a fabulous time is had by all —and especially by the audience!

As the picture progresses each of the three men has his special problem to meet: March must reconcile his personal philosophy with the requirements of his position as a bank's executive; Russell must determine whether the love bond between himself and his fiancee is strong enough to wash out his reluctance to make a handicapped husband; Andrews — tied to Miss Mayo—and Teresa Wright, sincerely in love, are confronted with the gravest situation. The real down-to-earth human quality of "Best Years" is shown in its heart warming resolve of all these conflicts.

Directed by William Wyler from a screenplay by Robert E. Sherwood, the story is based on the novel, "Glory for Me," by MacKinlay Kantor. The production is being distributed by RKO Radio Pictures.

Ingratiating Couple

Fredric March portrays a convivially inclined bank official and Myrna Loy his understanding and ever-loving wife in Samuel Goldwyn's Academy Award-winning production, "The Best Years of Our Lives," now returned to the screen after an absence of some years. Co-starred with them are Dana Andrews, Teresa Wright and Virginia Mayo.

MAT 2-G

(*Advance*)

Three Romances Enrich Academy Award Picture

Welcomed to the screen by a host of fans who have long heard of a wonderful picture they have never seen, Samuel Goldwyn's Academy Award winning production, "The Best Years of Our Lives," has been booked as the coming attraction at the ..... Theatre, where it is due to open next .....

Three vividly delineated real life human interest crises—one humorous, the two others romantic — form the basis of the story. The stellar cast includes Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo.

March, insatiable lover of good times, returns to his banking job. Miss Loy has the role of his lovely wife, and Miss Wright that of his daughter. Andrews, ex-Air Force Captain, can find nothing better to do than return to his old job at a soda bar which drives his gold-digging wife, played by Miss Mayo, to seek the company of other men. Andrews, who has fallen in love with Miss Wright, still is not free to press his suit.

In the featured bracket, headed by Hoagy Carmichael seen as a music-minded tavern keeper, are Harold Russell and Cathy O'Donnell, both playing their first screen parts in this production. Theirs is also a clouded romance, due to Russell's war injuries.

Among the many honors swept by "Best Years" in a single Academy judging was one for the best screenplay, written by Robert E. Sherwood, and based on the original book, "*Glory For Me*," by MacKinlay Kantor. William Wyler's direction also won another first.

Beloved and Perplexed

A mind of her own and a heart in rebellion against fate provide a problem for Teresa Wright, above, one of the star-studded cast in Samuel Goldwyn's well-loved photoplay, "The Best Years of Our Lives." This Award-winning production is again a current attraction after several years absence from the screen.

MAT 1-C

(*Current*)

Star and Banker Too!

Fredric March, who gave up a promising career in a bank to pursue the more precarious profession of the stage more than thirty years ago, often reflects that he might be a vice-president today if he had stayed where he was. But as an actor he's doing even better. In 1954 he appears as a vice-president not only in Metro's "Executive Suite" but in Samuel Goldwyn's "The Best Years of Our Lives," which has been brought back to the screen after an absence of six years, and is the current attraction at the ..... Theatre. Co-starring with March in the picture, released by RKO Radio, are Myrna Loy, Dana Andrews, Teresa Wright and Virginia Mayo. William Wyler directed.

Closely Drawn!

Dana Andrews and Teresa Wright are strongly attracted to each other at their first meeting—the scene being from "The Best Years of Our Lives." This tremendously successful Samuel Goldwyn production is again being currently shown, with RKO Radio distributing. The two actors are co-starred with Myrna Loy, Fredric March and Virginia Mayo.

MAT 1-E

Their Home Towns

Fredric March.....*Racine, Wis.*
Myrna Loy.....*Helena, Mont.*
Teresa Wright.....*New York, N. Y.*
Dana Andrews.....*Collins, Miss.*
Virginia Mayo.....*St. Louis, Mo.*
Hoagy Carmichael.....*Bloomington, Ind.*
Harold Russell.....*Cambridge, Mass.*
Cathy O'Donnell.....*Oklahoma City, Okla.*
Michael Hall.....*Wichita, Kan.*
Minna Gombell.....*Baltimore, Md.*
Gladys George.....*Patten, Me.*
Don Beddoe.....*Pittsburgh, Pa.*
Ray Collins.....*Sacramento, Cal.*
Steve Cochran.....*Eureka, Cal.*
Victor Cutler.....*West Point, N. Y.*

Glamorous Gold-Digger

Seen as a cheaply glamorous wife whose loyalty fades as finances ebb, Virginia Mayo, above, is one of the all-star cast in Samuel Goldwyn's record Award-winning production, "The Best Years of Our Lives," which is currently playing after an absence of several years from the screen. One of the most popular pictures ever produced, the film is distributed by RKO Radio.

MAT 2-C

She Waited and Won

Cathy O'Donnell, one of the featured players in Samuel Goldwyn's Academy-Award winner, "The Best Years of Our Lives," in which she is seen as the staunchly loyal fiancee who outlasts the obstacles to her marriage. Hoagy Carmichael and Harold Russell are also featured, with Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo in the starring roles.

MAT 1-F

(*Advance*)

Thousands Will See Celebrated Picture Now Back On Screen

Five years is a long time to wait to see a picture which you have heard about most of your young life, but that is just what our juvenile fans have experienced in waiting to see Samuel Goldwyn's "most honored picture of our time" —"The Best Years of Our Lives."

Originally released in 1946, the picture played to great acclaim of critics and public, made a triumphant record-winning sweep of the Motion Picture Academy awards in 1947, resulting in world-wide presentations before it was retired at the end of the next year. Now the celebrated picture has been brought back to the screen, hailed by public and press, it will be seen, starting ..... at the ..... Theatre.

Realism, romance and comedy are featured in the story, which is interpreted by a great star cast including Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo.

March plays fun-loving, middle-aged Al Stephenson who comes back to his wife, Milly (*Miss Loy*) and his daughter, Peggy, (*Miss Wright*), and to an executive job at the bank. Andrews is seen as Derry, an ex-Air Forces Captain, who is reduced to resuming his old job of soda clerk, which costs him the love of his flighty wife, Marie (*Miss Mayo*), who seeks the company of other men. He and Peggy fall in love, which provides her parents with their biggest problem.

Featured players Harold Russell and Cathy O'Donnell form a third couple who face another problem, growing out of Russell's war injuries. Hoagy Carmichael, top-featured, is importantly cast as a music-minded tavern owner.

From a screen play by Robert E. Sherwood based upon MacKinlay Kantor's novel, *Glory For Me*, "The Best Years of Our Lives" was directed by William Wyler. It is released through RKO Radio.

(*Advance*)

New Audiences Await Cherished Photoplay

Famous for its Real-Life Qualities, Samuel Goldwyn's "The Best Years of Our Lives" in a Notable Return

The return of Samuel Goldwyn's "The Best Years of Our Lives" to the screen, after an absence of six years, will afford thousands of picture-goers the opportunity of seeing one of the most significant pictures of our times—significant in its understanding of the basically human problems of the average man and woman, and in a most entertaining exposition of how these problems are met and solved.

Starring Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo, this picture created a record when it swept the annual awards of the Motion Picture Academy of Arts and Sciences for a total of nine awards, including seven "Oscars" for "bests" in various classifications. This was in 1947.

Today the production is seen to be just as fresh, just as timely as when it was first shown—and has been so declared by critics and public everywhere.

The picture will be the next attraction, starting ..... at the ..... Theatre.

Essentially the picture tells the story of three men and the women they love. In addition to his understanding wife (*Miss Loy*) and his capable daughter (*Miss Wright*), March finds a bank vice-presidency waiting for him. He is not at all the popular conception of a banker, being a fun-loving individual with somewhat broad-minded views about loans to ex-service men.

Andrews returns to his wife, (*Miss Mayo*), who married him when he was a young Air Forces Captain. During peace time he had been a soda clerk, and, failing to find anything better, is forced to go back to his old job. This alienates his flighty, gold digging wife, and she turns her interest to other men. The neglected veteran proceeds to fall in love with the independent daughter of the March-Loy couple, providing them with their knottiest problem.

A third social dilemma is played by Harold Russell, as a fiance who comes home disabled to his sweetheart, (*Cathy O'Donnell*), and therefore hesitates to ask the girl to marry him. Another role, on the lighter side, is that of Hoagy Carmichael, the popular pianist and composer, who is cast as a philosophical musical saloon-keeper, friend of March.

A humorous high spot for March is at a bankers' dinner, where, aided by several libations of wine, he tells his listeners what would happen if G. I.'s observed the rules of banking when they went into battle.

The down-to-earth characteristics of the various principal characters in the drama, the understanding, restraint and utter humaness of their reactions—together with a larding of humor ever present in the telling—these are the qualities which have endeared "The Best Years of Our Lives" to the theatre-going public, and earned for it the title of "the best-loved picture of all time."

Two Award winners combined their talents in producing this result, William Wyler as the director, and Robert E. Sherwood, as author of the screenplay, which is based on the book, "Glory for Me," by MacKinlay Kantor. RKO Radio Pictures distributes.

(*Biographical*)

A Surprise for His Hosts

Fredric March, guest of honor at a banker's dinner, hands a jolt to the financiers when he reveals unorthodox convictions on bank loans and who should receive them. The scene, from Samuel Goldwyn's noted "The Best Years of Our Lives," shows March speaking and Myrna Loy as the listening wife, these two heading the all-star cast of the prize-winning picture, which is again currently on the screen.

MAT 2-K

(*Biographical*)

Fredric March's Quarter Century Success Story

Fredric March had already gained wide recognition as one of the most distinguished actors of the stage and screen before he was cast by Samuel Goldwyn for the leading male role in "The Best Years of Our Lives"—a part which won him his second Academy Award as "best actor of the year" for a 1946 production;—having previously won the Oscar in 1932 for his performance in "Dr. Jekyll and Mr. Hyde." But this is only part of the story, for March has been an Academy Award nominee five times in all, and judging by the critical reception of two of his most recent roles, those in "Death of a Salesman," and "Man on a Tightrope," the end of his honors is not in sight.

Born in Racine, Wis. on August 31st, 1897, March early displayed his talent for the theatre, producing, staging and starring in amateur plays while still in grammar school at Racine. Later he turned to a banking career, and followed it with much promise for some years, until, interrupted by illness, he again turned to a theatrical career. The usual infrequent minor parts followed, in the intervals between which March posed for prominent artists of the day—Howard Chandler Christy, Charles Dana Gibson, Dean Cornwall and others. His first stage break came when David Belasco gave him a small part in "Deburau," this being followed by other minor roles, with George M. Cohan and others. To gain more experience March joined the stock company at the famous Elitch Gardens in Denver, and it was here he met actress Florence Eldridge, who became his wife in May, 1927.

March's screen career came as a result of his playing the leading role in "The Royal Family" in the Los Angeles stage production, his impersonation of John Barrymore causing a tremendous stir. Paramount signed him to a contract, and in 1930 he repeated his success in this role in the screen presentation of the same story, following it with a long list of screen successes, including "Sarah and Son," "Dr. Jekyll and Mr. Hyde," "Smilin' Through," "Death Takes a Holiday," "The Barretts of Wimpole Street," "Les Miserables," "Anna Karenina," "A Star is Born," and many others. It was in 1946 that he appeared in "The Best Years of Our Lives" for Goldwyn, his Oscar being one of the nine honors showered on that production and those responsible for it in the Academy ceremonies early the next year.

Between his screen starring roles he made many appearances on the Broadway stage, with the result that it is hard to say whether he became most noted as a screen or a stage actor. In one way or another he has remained prominently before the public for the past twenty-five years.

When not absent because of his many professional engagements March lives quietly with his wife and two children — Penelope and Anthony, both now in their twenties—on his Connecticut farm. He is six feet tall, has brown hair and brown eyes. and possessed of a personality which radiates good humor, vigor and vitality.

Award Winner

Fredric March, who plays a jovial banker as one of the co-stars in "The Best Years of Our Lives," a role which won an Academy "Oscar" for "best performance." This greatly honored Samuel Goldwyn production is currently being shown after an absence from the screen of several years.

MAT 1-B

Makes With Music

Hoagy Carmichael, who heads the bracket of featured players in Samuel Goldwyn's "The Best Years of Our Lives," in which he is seen as a tavern-keeper with a gift for music. This beguiling drama of three men and the women they love is currently showing after an absence from the screen of some years. It is a record winner of Academy Awards.

MAT 1-J

"Most Beautiful Blond"—Virginia Won on Talent

Like so many other young misses born into this screen-conscious world, Virginia Mayo decided at a very early age that she would like to be a screen star. So a sympathetic aunt sent her to a school of dramatic expression which she operated, and Virginia's tutelage for the stage got an early start. This was in St. Louis, where she was born Virginia Jones on one November 30th; and it was St. Louis that saw her first professional performances, one at the age of eight with the Stratford-on-Avon Players, and others at sixteen, as a dancer with the Municipal Opera and at the Club Continental.

Graduated from high school, Virginia joined a vaudeville troupe, adopted the name of Mayo, and toured for several years, gaining valuable training from that school of hard knocks. She was dancing in Billy Rose's Diamond Horseshoe on Broadway, when Producer Samuel Goldwyn saw her and signed her to a contract.

After months of study in Hollywood Virginia was cast opposite Danny Kaye in Goldwyn's "Up in Arms," and her screen career was launched! This was followed by roles in other Goldwyn Danny Kaye pictures, "The Kid from Brooklyn," and "The Secret Life of Walter Mitty." And then Virginia was given her first dramatic role, that of the gold-digging wife in "The Best Years of Our Lives,"—and the girl who had been touted as "the most beautiful blonde on the screen" became also known as a capable dramatic actress.

Shortly after this Virginia signed a contract with Warner Brothers, and for that studio has played literally every type of role, in musicals, farce, adventure and serious dramatic productions.

In 1947 Virginia married actor Michael O'Shea.

Scores in Wifely Role

Myrna Loy, who is seen as the understanding wife of Fredric March in Samuel Goldwyn's perenially popular prize-winning production, "The Best Years of Our Lives." This picture, with its star-studded cast, is currently returned to the screen after an absence of several years.

MAT 1-A

Overnight Popularity

Previously unknown to picture goers, Harold Russell, above, was cast in a featured role in Samuel Goldwyn's Award-winning "The Best Years of Our Lives," and not only won wide recognition as an actor but quick popularity with screen fans. The noted Goldwyn production is currently being shown after having been withdrawn from circulation for some years.

MAT 1-G

Touch That Soothes

Teresa Wright's gentle touch brings tranquility to Dana Andrews, who has been plagued by horrific memories—in this scene from Samuel Goldwyn's highly successful, "The Best Years of Our Lives." This Award winning production is again attracting picture-goers, after several years absence from the screen.

MAT 1-L

(*Biographical*)

Texas Bred Andrews—Screen Star and Sailor

Born on a January first in Mississippi, the son of a clergyman, Dana Andrews grew up in Texas, where he attended Sam Houston College, majoring in a business course. He had held various commercial jobs when he decided to try his fortune on the screen. He hitchhiked to California in 1931, and landed a job in a filling station! Possessed of a naturally fine voice he aspired to be a singer, but being discouraged, enrolled with the Pasadena Playhouse, where he accumulated experience as an actor.

In 1938 he fell under the notice of Samuel Goldwyn, was signed to a contract, and the next year played his first screen part—a small role in Goldwyn's "The Westerner"—in which Gary Cooper was the star. Farmed out, Dana appeared in 15 films in the next few years, and in 1944 in "Laura," his first screen hit.

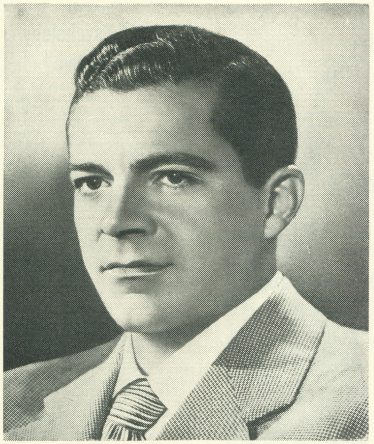
Two years later Goldwyn cast him as one of the stars in "The Best Years of Our Lives" — and from then on Dana Andrews' path on the screen was comparatively smooth sailing. In his early years with Goldwyn Andrews appeared in supporting parts in "Ball of Fire," "North Star" and "Up in Arms" and more recently had leading roles in "My Foolish Heart," "The Edge of Doom," and "I Want You."

Six foot Dana Andrews—handsome in a rugged rather than a romantic way—loves the water, is the owner of several boats, including an 80-foot ketch, and spends much of his time sailing. With his wife and four children, he lives on a California ranch, is hospitably inclined and guests are frequent.

Virginia Mayo

Cast in a dramatic role, Virginia Mayo scores as a selfish young wife with a roving eye, co-starring in Samuel Goldwyn's notable production, "The Best Years of Our Lives," which is currently winning new acclaim after having been withdrawn from circulation for several years. Fredric March and Myrna Loy head the star-studded cast.

MAT 1-D



Dana Andrews

Depicting a young man beset by the emotional problems of the day, Dana Andrews is one of the many co-stars in Samuel Goldwyn's distinguished production, "The Best Years of Our Lives." This "most honored picture of our time" is currently being shown after an absence of several years from the screen. William Wyler directed the Academy Award-winning photoplay.

MAT 2-B

Harold Russell's dexterity with the "hooks" he wears in place of the hands he lost, as seen in his portrayal in "The Best Years of Our Lives," always amazes the audiences viewing Samuel Goldwyn's Academy Award winning production. Russell won an Award from the Motion Picture Academy as "best supporting actor of the year" for his performance.

(Current)

Record Prize-Winner Based on News Dispatch

What makes a great movie? The instinctive answer would be, a great book; but the record does not seem to bear out this theory. Among the Academy Award-winning motion pictures of the last seven years, for example, only two were made from best-sellers: "The Lost Weekend" and "All the King's Men." One was based on a short story, ("All About Eve") and one on a 350-year-old play ("Hamlet"). Among the others were "The Greatest Show on Earth," which drew its inspiration from the circus itself; "An American in Paris," originally a symphonic suite, and "The Best Years of Our Lives," which won nine Awards in all, and which was based on a 500-word dispatch in a national news magazine.

This, perhaps the best-loved of all Samuel Goldwyn's noted productions, may be seen locally at the ..... Theatre, where it is the current attraction.

(Current)

Stars Lived In Set Before Acting In It

When "The Best Years of Our Lives" was being filmed, years ago, Director William Wyler, in an unprecedented move to achieve realism on the screen, temporarily halted production to give the members of the cast an opportunity to familiarize themselves with one of the sets in the Samuel Goldwyn production.

The setting in question was a modern 5-room apartment, supposedly tenanted by Fredric March, Myrna Loy, and Teresa Wright. To make sure that the actors would appear "at home" in these surroundings, Wyler stopped production for 24 hours to let them get used to the entrance, furniture and fixtures of their "residence." Not a single camera ground while the actors tried out sofas, opened doors, and investigated closets and drawers.

The resulting familiarity of these stars with their stage surroundings helped contribute to the down-to-earth realism which is so noticeable in the celebrated film now returned to the screen after an absence of six years. RKO Radio distributes this Award winning Samuel Goldwyn production, which is the current attraction at the ..... Theatre.

March Comedy High Spot of "Best Years"

Fredric March, seasoned actor of stage and screen, has portrayed just about every kind of role known to the two mediums—running the gamut from tragic drama to farce and with all the shadings in between. But in the realm of comedy, simon pure hilarity, he has never done anything to approach his performance in the early sequences of Samuel Goldwyn's Award-winning picture, "The Best Years of Our Lives," now showing at the ..... Theatre.

In this production, again on the screen after an absence of some years, March is co-starred with Myrna Loy, Dana Andrews, Teresa Wright and Virginia Mayo. The highly lauded picture deals with the fortunes of three men and the women they love.

March plays a banker, home after a long absence, and recently elevated to a vice-presidency. But he is not the conventional bank type —and his first reaction is to "do the town" with his loving and patient wife, Myrna Loy, and some new-found friends. The resulting merriment makes the auditor laugh until the tears come. A high spot occurs when, fortified with a few drinks, he attends a banquet given in his honor, and stuns his business associates with a complete reverse of the expected approach to his new-found honors.

Three featured players, Hoagy Carmichael, Harold Russell and Cathy O'Donnell depict other important characters in this acclaimed screen drama, for which the screenplay was written by Robert E. Sherwood, based on the novel *"Glory For Me,"* by MacKinlay Kantor. William Wyler deftly directed this Samuel Goldwyn production, which is distributed by RKO Radio.

Teresa Stormed Hollywood Heights — and Won!

(Biographical)

A New York girl, born on an October 27th, Teresa Wright always wanted to be an actress. She became one, as an amateur, in high school in Maplewood, N. J. where she was educated, and a year after graduation she appeared professionally opposite Walter Hampden in "Our Town," which was playing in Maplewood. Her first Broadway production was "Life With Father," in which she made a hit, to be followed by "The Little Foxes," in which she made a bigger one, moving on to Hollywood to appear in the screen version of the same play. And in the film capitol she has remained ever since.

Teresa's appearance in "The Little Foxes," her first film, won her an Academy Award nomination; her second, the next year, in "Mrs. Miniver" won her the Award and an "Oscar." In her third, for Samuel Goldwyn, "The Pride of the Yankees," she was nominated for the third successive year—quite a record for the young actress! And four years later she received her reward in the assignment by Goldwyn to the role of *Peggy Stephenson* in the history making "The Best Years of Our Lives," This was in 1945-46. For the same producer she later starred in "Enchantment." Her recent screen roles have included "The Steel Trap" and "The Actress."

Teresa was married to Niven Busch, writer, in 1942, and has two children; they were divorced in 1952. Teresa is known for her warm, sincere character, for her love of home life, and for her studious habits. Five-feet-two, with brown hair and blue eyes, she dresses simply, with a partiality for suits.

Nightcap to a Perfect Evening!

After an evening spent in celebration of his return from a long absence Fredric March is bedded down by his indulgent wife, Myrna Loy—one of the amusing scenes in Samuel Goldwyn's popular picture, "The Best Years of Our Lives." A record winner of Academy Award honors, this production is again currently on the screen, distributed by RKO Radio.

MAT 3-A

Brilliant and Hard

Virginia Mayo scores in her role of a fun-loving wife, co-starring with Myrna Loy, Fredric March, Teresa Wright and Dana Andrews in Samuel Goldwyn's award-winning production, "The Best Years of Our Lives," currently back on the screen after an absence of several years.

MAT 1-K

(Current)

"Hollywood Trick" Comes to Life

This story is told by Harold Russell, handless veteran who won two Oscars for his performance in Samuel Goldwyn's Academy Award winning drama, "The Best Years of Our Lives." Soon after the picture opened in his home town, Boston, he ambled into the theatre at a matinee, and sat toward the rear of the house, feeling strange and conspicuous.

But he soon realized how inconspicuous he was when the women in back of him started being amazed at "the Hollywood magic."

One of them turned to the other and said, "How on earth do they achieve those tricks? You'd really think that boy didn't have hands."

Before Russell left the theatre he could not help but turn around and wave his hooks in front of their startled eyes, remarking, "I'm so glad you enjoyed my performance, and you see I've become so fond of these hooks I wear them all the time."

Returned to the screen after an absence of six years, Samuel Goldwyn's noted picture is the current attraction at the ..... Theatre. It is distributed by RKO Radio.

(Current)

Humor, Romance, Drama Enrich Samuel Goldwyn's "Best Years of Our Lives"

Enjoying as great popularity as when it was first presented, Samuel Goldwyn's "The Best Years of Our Lives" has returned to the screen a production rich in heart-warming romance and down-to-earth human drama. It may be seen currently at the ..... Theatre.

In this notable picture, which swept the awards of the Motion Picture Academy some seven years ago, Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo have the stellar roles, with Hoagy Carmichael, Harold Russell and Cathy O'Donnell featured.

The heroes, played by March, Andrews and Russell, all meet on a plane taking them to their home town. March, gay and pleasure-loving, is returning to a bank executive's job and to his lovely wife and daughter, played respectively by Miss Loy and Miss Wright. Andrews has a very selfish and gold-digging wife, played by Miss Mayo. She was contented until her husband found nothing better than his old drug-store job. She starts playing around with other men, whereupon Andrews and Miss Wright feel free to pursue the love which has mutually enthralled them. Russell also comes back dispirited to his sweetheart, (played by Cathy O'Donnell), and cannot bring himself to burden her with his woes.

How all the difficulties are cleared up is handled with telling effect and delightful humor by the cast and in William Wyler's direction of Robert E. Sherwood's screenplay based upon MacKinlay Kantor's novel, *Glory For Me.* The picture is distributed by RKO Radio.

(Current)

An Assist from T-V

The appearance on television of a brief sequence from "The Best Years of Our Lives" when Ed Sullivan presented "The Samuel Goldwyn Story" on his network show, "The Toast of the Town," started an avalanche of demands for the return to the screen of this, "the most honored picture of our time."

Mail poured in on Mr. Goldwyn, with demands to see his famous production which had made a record sweep of Motion Picture Academy Awards when it was first shown, in 1946. Finally The General Federation of Women's Clubs formally petitioned the producer to release "Best Years" again. Feeling that his prize production was just as timely, just as fresh and just as significant today as when first presented, Goldwyn decided to do as he was urged.

The picture, in which Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo are co-starred, is the current attraction at the ..... Theatre. It is distributed by RKO Radio.

Teresa Wright, Dana Andrews

Cast as principals in a clouded romance, these two are co-starred with Myrna Loy, Fredric March and Virginia Mayo in Samuel Goldwyn's noted production, "The Best Years of Our Lives." Again on the screen after several years absence, this record Academy Award winner is proving as popular as ever. RKO Radio distributes.

MAT 2-F

(*Aavance*)

Hailed as a Masterpiece, "The Best Years of Our Lives" In Current Return to the Screen

Samuel Goldwyn's Award Winning Production with Star-Studded Cast Again Earns Plaudits of Old Friends and Newly Attracted Audiences—

The return, after half a decade, of Samuel Goldwyn's "The Best Years of Our Lives" will afford to thousands of local screen patrons their first opportunity to see "the most honored picture of our time." The film will be presented at the ..... Theatre as its next attraction.

Originally released in 1946, this is the production which swept the field in honors bestowed by the Motion Picture Academy of Arts and Sciences for pictures released that year, taking a total of nine awards, the greatest number ever given to any one production.

Drama and comedy are skillfully blended in this picture, which presents in stellar roles Myrna Loy, Fredric March, Dana Andrews, Teresa Wright and Virginia Mayo, with Hoagy Carmichael, Harold Russell and Cathy O'Donnell in important and featured roles.

There is drama when Andrews finds that despite his ripe and proven experience he has developed no special job qualifications, and is compelled to accept a minor position as a drug-store clerk — this leading to a definite break with his spectacular but gold-digging wife; there is drama and heartache when Russell, maimed and handicapped, turns away from Cathy O'Donnell, his childhood sweetheart to whom he is engaged and who has long awaited his return.

Fredric March and Myrna Loy are the chief purveyors of the humor. In man and wife roles these two lead in the fun-making, in a hilarious do-the-town sequence of night-spot visits which is one of the best things of its kind ever presented on the screen.

The unprecedented popularity enjoyed by "The Best Years of Our Lives"—a popularity reflected in its unparalleled drawing-power as a screen attraction—can be explained by its faithful reflection of deeply human attributes, by its realistic picturing of modern conditions and by the consummate skill with which it was produced and directed. For these attributes credit must be extended to the splendid cast, to the direction of William Wyler, to screenplay of Robert Sherwood, based on the original story by MacKinlay Kantor, and to the production skill of Samuel Goldwyn. The picture is distributed by RKO Radio.

Dana Andrews hitch-hiked his way to Hollywood in 1931 with the intention of breaking into pictures. It took him exactly seven years to make the grade. He is currently co-starring with Myrna Loy, Fredric March, Teresa Wright, and Virginia Mayo in Samuel Goldwyn's noted production, "The Best Years of Our Lives," Award-winning production now back on the screen after an absence of six years.

(*Current*)

Record-in-Brief

Samuel Goldwyn's "most honored picture of our time," "The Best Years of Our Lives" was produced and first released in 1946, and won great acclaim from critics and public wherever it was shown. It was a foregone conclusion that it would be among the nominees for "best picture" in the balloting for awards announced in the early 1947 meet of the Motion Picture Academy of Arts and Sciences. Actually the production and those associated with it made an unprecedented sweep of nine awards on this occasion, surpassing all previous records. Other honors had been heaped on the picture before this, and still others followed—the Film Critics award as the best picture of the year and two awards at the International Film Festival, among them.

"Best Years," shown and reshown, "held over" and "moved over," in situation after situation, during the ensuing year established itself as not only one of the "best-loved pictures of all time," but also as one of the top-money-making films of all time. Finally, when it seemed as if the picture had been presented on every available screen in the world, Producer Goldwyn withdrew it from circulation.

Now the production, distributed as formerly through RKO Radio, has been returned to the screen. With its appealing down-to-earth story just as significant as ever, and its William Wyler directed scenes just as human, just as realistic as when first made, this story of three men and the women they loved is attracting new and enthusiastic audiences—is on its way, it seems, to break all records for attendance and for gross receipts at the box-offices of the world's theatres. Locally it is being shown as the current attraction at the ..... Theatre.

Twice Honored in First Role

Harold Russell, whose first screen portrayal, as a maimed veteran in Samuel Goldwyn's "The Best Years of Our Lives" won him an Oscar as "best supporting actor" and also a Special Award. This production, widely known as "the most honored picture of our time," is currently being shown after an absence from the screen of several years. It is distributed by RKO Radio.

MAT 2-D

Returns in Acclaimed Role

Fredric March, distinguished actor of screen and stage, whose performance in Samuel Goldwyn's "The Best Years of Our Lives" won him highest acting honors. This record prize-winning production co-stars March with Myrna Loy, Dana Andrews, Teresa Wright and Virginia Mayo. The picture, one of the most popular ever produced, is again on the screen after an absence of several years.

MAT 2-A

(*Biographical*)

Oriental Roles Couldn't Keep Myrna Down!

From the time she was a tiny tot, just starting school, Myrna Loy—born Myrna Williams, on an August 2nd — was stage-struck. She was bound to be a dancer or an actress or a something—a something belonging to the theatre! This was in Helena, Montana, where Myrna was born. So she studied dancing and flung herself wholeheartedly into school theatricals.

School days done, she bucked the world of the stage but progress was so slow she eventually made her way to Hollywood, where she taught dancing, a stone's throw from the big Metro-Goldwyn-Mayer studios. Weeks of waiting, one or two bit parts—and near-misses in getting better parts, ensued, and Myrna, wearied of knocking on the door of screen-fame, turned again to the stage — and found herself dancing in the stage show of a movie house. There she fell under the notice of Rudolph Valentino and his wife, Natacha Rambova (who changed her professional name from Williams to Loy) and cast her in the movie, "What Price Beauty."

This was the real start to fame for Myrna—and also the start on the long line of slinky, sensuous, exotic Eastern roles with which she was identified in her early screen career—and most successfully so. But Myrna—in real life a healthy, outdoor type, eventually broke the bonds of this Oriental spell, and landed a succession of "white woman" roles as well — leading eventually to the celebrated "Thin Man" productions, in which she played the wife of William Powell in adventure comedies introducing sophisticated marital badinage.

In 1946 Samuel Goldwyn placed her at the head of his all-star cast in "The Best Years of Our Lives" —an immensely likable role and one which won wide praise from the critics. Since then her important screen roles have included leads in "Mr. Blanding Builds His Dream House," "The Red Pony," and "Cheaper by the Dozen."

In 1950 Miss Loy was married to Houland Sargeant, and has been more or less inactive professionally.

(*Advance*)

Noted Screen Drama Brings Stars, Romance

Three vivid romances unfold as Samuel Goldwyn's award-winning production, "The Best Years of Our Lives," returns to the screen after an absence of five years. It is due at the ..... Theatre for an engagement starting ..... Presented in starring roles are Myrna Loy, Fredric March, Dana Andrews, Teresa Wright, Virginia Mayo. In featured support are Hoagy Carmichael, Harold Russell and Cathy O'Donnell.

March has the role of an unconventional banker. He loves good times and high jinks and is often the despair of his lovely wife, played by Miss Loy. Miss Wright is cast as their daughter romantically in love. Andrews plays a capable young man out of luck who is forced to become a soda fountain employee. His gold-digging wife is played by Miss Mayo, who finds herself attracted to more successful men. This drives Andrews into a romance with Miss Wright.

Harold Russell plays a maimed veteran engaged to the girl he loves, and hesitating to ask her to marry him, as a bad risk. Miss O'Donnell plays the girl. William Wyler directed from a script by Robert E. Sherwood. RKO Radio distributes the picture.

Samuel Goldwyn's Academy Award winner, "The Best Years of Our Lives," has as its theme song, *Among My Souvenirs* by Edgar Leslie and Horatio Nicholls, originally published in England in 1927. Hoagy Carmichael features it in the picture in his role of a piano-playing saloonkeeper.

(*Current*)

Costume Psychology Proved Effective

When "The Best Years of Our Lives" was being filmed, some years ago, Sharaff, the noted stylist in charge of costuming the Samuel Goldwyn production, hit upon a sound psychological idea in clothing the cast. She decreed that all the costumes except for one dressing-gown worn by Virginia Mayo in an exceptionally dramatic scene, should be made in various shades of gray.

Omitting distracting colors from the fabrics made it easier for the cameramen to gauge their scenic values, since the picture was photographed in black-and-white. The exception was made in the case of the dressing-gown, which was crimson, because it was felt that the color might have an important psychological effect upon the actors playing the particularly dramatic scene in which it figures. The result bore out the soundness of the thinking.

"The Best Years of Our Lives" —after making a record sweep of Motion Picture Academy honors, was shown to world-wide acclaim, and then withdrawn from circulation. It is now back on the screen, and is currently to be seen locally at the ..... Theatre. The picture is distributed by RKO Radio.

Celebration!

Home after a long absence, Fredric March steps out with his lovely and understanding wife, Myrna Loy, in Samuel Goldwyn's celebrated film, "The Best Years of Our Lives." This production — a record winner of awards and honors — has been returned to the screen for current showing, after having been withdrawn by its producer for several years. RKO Radio distributes.

MAT 1-H

Beauty Gets Dramatic Role

Celebrated chiefly as the most beautiful blond on the screen, Virginia Mayo, above, had been seen only in light and comedy roles until Samuel Goldwyn cast her as a fun-loving but selfish wife in his prize-winning "The Best Years of Our Lives," a role in which she scored a hit. This "most honored picture of our times" is again back on the screen after an absence of several years.

MAT 2-E

(See additional publicity matter on page 15)

Entirely NEW Advertising!

Created especially for the 1954 release of this picture—keyed to the spirit and the demand of the day—here are advertising displays in wide variety of sizes and treatment. With sales angle and appeal slanted to today's crop of movie-goers, these advertisements provide the exhibitor with material for effective newspaper campaigns.

To those exhibitors who are playing "Best Years" on the WIDE SCREEN, attention is directed to an assortment of "wide screen" slugs, made available through the mat shown on page 14.

Please note also that the displays in this manual *do not provide for theatre dating-space*. In formulating your campaign, include in your estimates provision for proper billing spaces.

The Best Loved Picture Of Our Time!

The Most Honored Picture Of All Time!

Because of its great entertainment, this story of soldiers and sweethearts is the only picture ever to receive nine Oscars and such an avalanche of honors and prizes from all over the world!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO
HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER
Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR
An RKO Radio Pictures Re-release

AD MAT NO. 301 — 3 COLS. X 14¼" (600 LINES)

The Best Loved Picture Of Our Time!
The Most Honored Picture Of All Time!
Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards and so many prizes from all over the world!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR · An RKO Radio Pictures Re-release

AD MAT NO. 207 — 2 COLS. x 10¾" (300 LINES)

Please Note:—

Estimated requirements for theatre dating-space should be added to the displays here shown.

THE
BEST LOVED
PICTURE OF OUR TIME!

THE
MOST HONORED
PICTURE OF ALL TIME!

Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards as well as so many prizes from all over the world!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER
Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

AD MAT NO. 200 — 2 COLS. x 14¼" (400 LINES)

How many
big moments
can a man or woman have?

The big moments happen to all of us. And they give life a new, richer meaning. As when you see "The Best Years of Our Lives". You live this love story of soldiers and sweethearts. And you say to yourself, "I'd like to live this moment again . . ."

Samuel Goldwyn *presents*
THE BEST YEARS OF OUR LIVES

AD MAT NO. 214 — 2 COLS. x 7¼" (200 LINES)

The Best Loved
Picture Of Our Time
•
The Most Honored
Picture Of All Time!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY • FREDRIC MARCH • DANA ANDREWS
TERESA WRIGHT • VIRGINIA MAYO • HOAGY CARMICHAEL
and CATHY O'DONNELL • HAROLD RUSSELL
Directed by WILLIAM WYLER • Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

AD MAT NO. 205 — 2 COLS. x 3½" (100 LINES)

THE
BEST LOVED
PICTURE OF OUR TIME!
THE
MOST HONORED
PICTURE OF ALL TIME!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 206 — 2 COLS. x 3½" (100 LINES)

The unforgettable story of men who returned to their women after being away too long!

The BEST LOVED
Picture Of Our Time!
The MOST HONORED
Picture Of All Time!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

AD MAT NO. 201 — 2 COLS. x 7¼" (200 LINES)

The unforgettable story of fighting men who came home... to learn how to love again!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

AD MAT NO. 203 — 2 COLS. x 3½" (100 LINES)

The
BEST LOVED
Picture of Our Time!
The
MOST HONORED
Picture of All Time!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 204 — 2 COLS. x 3½" (100 LINES)

THE UNFORGETTABLE STORY OF SOLDIERS AND SWEETHEARTS!

The Best Loved
Picture Of Our Time
•
The Most Honored
Picture Of All Time!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
Starring
MYRNA LOY • FREDRIC MARCH
DANA ANDREWS • TERESA WRIGHT • VIRGINIA MAYO
HOAGY CARMICHAEL and CATHY O'DONNELL • HAROLD RUSSELL
Directed by WILLIAM WYLER Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

Honored for its Entertainment
Winner of 9 Academy Awards—acclaimed as the best to come out of our years!

Honored for its Love Story
The tender and touching, true and thrilling story of men who came home—to learn how to love again!

Honored for its Realism
The powerful and poignant story of love and life as we know it—and as we live it in these times!

Honored for its Drama
So real that it seems to be torn from the headlines and born from our heartbeats!

AD MAT NO. 400 — 4 COLS. x 9" (500 LINES)

THE
BEST LOVED
PICTURE OF OUR TIME!
THE
MOST HONORED
PICTURE OF ALL TIME!
Winner of 9 Academy Awards!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY • FREDRIC MARCH
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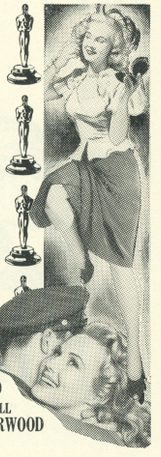
Directed by WILLIAM WYLER
Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR
An RKO Radio Pictures Re-release

AD MAT NO. 103 — 1 COL. X 5¼" (75 LINES)

The **BEST LOVED** Picture Of Our Time!
•
The **MOST HONORED** Picture Of All Time!

Because of its great entertainment, this story of soldiers and sweethearts is the only picture ever to receive 9 Academy Awards as well as countless prizes from all over the world!



SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
Starring
MYRNA LOY • FREDRIC MARCH
DANA ANDREWS • TERESA WRIGHT • VIRGINIA MAYO
HOAGY CARMICHAEL and CATHY O'DONNELL • HAROLD RUSSELL
Directed by WILLIAM WYLER • Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR • An RKO Radio Pictures Re-release

AD MAT NO. 304 — 3 COLS. X 4¾" (201 LINES)

The BEST LOVED Picture Of Our Time!

The MOST HONORED Picture Of All Time!

Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards as well as countless other prizes from all over the world!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
Starring
MYRNA LOY · FREDRIC MARCH
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and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER
Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR
An RKO Radio Pictures Re-release

AD MAT NO. 209 — 2 COLS. x 9" (250 LINES)

The *unforgettable* story of fighting men who came home... to learn how to love again!

IT'S THE BEST LOVED PICTURE OF OUR TIME!
—The Most Honored Picture Of All Time
Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards and so many prizes from all over the world!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL
Directed by WILLIAM WYLER Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR An RKO Radio Pictures Re-release

AD MAT NO. 303 — 3 COLS. x 7¼" (300 LINES)

AD MAT NO. 210 — 2 COLS. x 1" (28 LINES)

THE BEST LOVED PICTURE OF OUR TIME!
THE MOST HONORED PICTURE OF ALL TIME!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS · TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
An RKO Radio Pictures Re-release

AD MAT NO. 305 — 3 COLS. x 1¾" (75 LINES)

The Best Loved Picture Of Our Time!
The Most Honored Picture Of All Time!
Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards and so many prizes from all over the world!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring MYRNA LOY · FREDRIC MARCH · DANA ANDREWS · TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
and CATHY O'DONNELL · HAROLD RUSSELL · Directed by WILLIAM WYLER · Screen Play by ROBERT E. SHERWOOD · From a Novel by MacKINLAY KANTOR
An RKO Radio Pictures Re-release

AD MAT NO. 500 — 5 COLS. x 3½" (250 LINES)

The unforgettable story of fighting men who came home... to learn how to love again!

IT'S THE MOST HONORED PICTURE OF ALL TIME!

Because of its great entertainment, it is the only picture ever to receive 9 Academy Awards and so many prizes from all over the world!

SAMUEL GOLDWYN'S
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Screen Play by ROBERT E. SHERWOOD
From a Novel by MacKINLAY KANTOR
An RKO Radio Pictures Re-release

AD MAT NO. 208 — 2 COLS. x 6¼" (174 LINES)

How many

big moments

can a man or woman have?

The big moments happen to all of us. Sometimes in a theatre, sometimes at a movie. And they give life a new, a richer meaning. As when you see "The Best Years of Our Lives". You live this love story of soldiers and sweethearts. You feel its heartbeat, reel to its impact. And you say to yourself, "I'd like to live this moment again..."

Samuel Goldwyn *presents*

THE BEST YEARS OF OUR LIVES

AD MAT NO. 215 — 2 COLS. x 7¼" (200 LINES)

How many

big moments

can a man or woman have?

It keeps happening all of our lives. The big moments — the rare moments that give life a new meaning. And you say to yourself—"I'd love to live this moment again—". Yes, there's no forgetting those big moments and you know it when you are living them.

So it is with the memorable moments that you share with someone at your side. Sometimes in a theatre, sometimes at the movies. Not that there aren't many films that delight and transport you for the moment. But occasionally, you see one that transcends entertainment and your awareness is deeper than tears or laughter. It creates a bond with what you have been, what you have known, what you have felt.

Such a picture is the moving, touching story of soldiers and sweethearts which Samuel Goldwyn filmed under the title "The Best Years Of Our Lives." You see it and you live it, your eyes misting through your smiles as if this story were about you and your own loved ones. The power and impact of this drama have won it countless awards, world-wide honors, an unprecedented number of Academy Awards. But its finest accolade is the one which you and millions of others will give it when you walk out of the darkness of the theatre and say to yourself, "I'd love to live this moment again—"

Watch for "The Best Years Of Our Lives".

AD MAT NO. 306 — 3 COLS. x 13" (540 LINES)

INDEX TO ADVERTISING LINAGE

MAT 104 — 1 col; **14 lines**
MAT 105 — 1 col; **14 lines**
MAT 100 — 1 col; **28 lines**
MAT 101 — 1 col; **28 lines**
MAT 210 — 2 col. x 14; **28 lines**
MAT 102 — 1 col; **50 lines**
MAT 211 — 2 col. x 25; **50 lines**
MAT 212 — 2 col. x 25; **50 lines**
MAT 213 — 2 col. x 37; **74 lines**
MAT 101 — 1 col; **75 lines**
MAT 305 — 3 col. x 25; **75 lines**
MAT 203 — 2 col. x 50; **100 lines**
MAT 204 — 2 col. x 50; **100 lines**
MAT 205 — 2 col. x 50; **100 lines**
MAT 206 — 2 col. x 50; **100 lines**
MAT 202 — 2 col. x 75; **150 lines**
MAT 208 — 2 col. x 87; **174 lines**
MAT 201 — 2 col. x 100; **200 lines**
MAT 214 — 2 col. x 100; **200 lines**
MAT 215 — 2 col. x 100; **200 lines**
MAT 304 — 3 col. x 67; **201 lines**
MAT 209 — 2 col. x 125; **250 lines**
MAT 500 — 5 col. x 50; **250 lines**
MAT 207 — 2 col. x 150; **300 lines**
MAT 303 — 3 col. x 100; **300 lines**
MAT 200 — 2 col. x 200; **400 lines**
MAT 400 — 4 col. x 125; **500 lines**
MAT 306 — 3 col. x 180; **540 lines**
MAT 301 — 3 col. x 200; **600 lines**

PLEASE NOTE:— **For the benefit of those exhibitors who are playing "THE BEST YEARS OF OUR LIVES" on the new wide screen — WIDE SCREEN SLUGS are included in the mat below.**

FOR THIS COMPOSITE CAMPAIGN MAT ORDER SPECIAL MAT NO. 1 (35c) FROM NATIONAL SCREEN SERVICE.

SPECIAL MAT NO. 1

NOTE:—Each of the units contained in this composite mat can be ordered separately (by number) at the regular price. Captions for the scene cuts will be found in the publicity section.

MAT 2-G

BEST LOVED!
MOST HONORED!

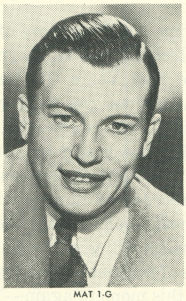
SAMUEL GOLDWYN'S

THE BEST YEARS OF OUR LIVES

starring
MYRNA LOY • FREDRIC MARCH
DANA ANDREWS • TERESA WRIGHT
VIRGINIA MAYO • HOAGY CARMICHAEL
An RKO Radio Pictures Re-release

AD MAT NO. 102
1 COL. x 3½" (50 LINES)

MAT 1-K



MAT 1-G

MAT 1-E

The BEST LOVED Picture Of Our Time!
The MOST HONORED Picture Of All Time!

SAMUEL GOLDWYN'S

THE BEST YEARS OF OUR LIVES

An RKO Radio Pictures Re-release

AD MAT NO. 213 2 COLS. x 2⅝" (74 LINES)

BEST LOVED! MOST HONORED!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 104 1 COL. x 1" (14 LINES)

On Our New Giant Screen!

On Our New Giant Screen!

BEST LOVED!
MOST HONORED!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 101 1 COL. x 2" (28 LINES)

On Our New Giant Screen!

ON OUR NEW WIDE SCREEN

ON OUR NEW WIDE SCREEN

Giant Wide Screen!

SPECIAL MAT NO. 1

The unforgettable story of fighting men who came home...to learn how to love again!

IT'S THE MOST HONORED PICTURE OF ALL TIME!
Winner of 9 Academy Awards and countless other prizes.

SAMUEL GOLDWYN'S
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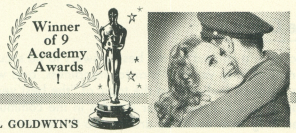
AD MAT NO. 202 — 2 COLS. x 5⅝" (150 LINES)

The BEST LOVED Picture Of Our Time!
The MOST HONORED Picture Of All Time!



SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 213 — 2 COLS. x 2⅝" (74 LINES)

Best Loved! Most Honored!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

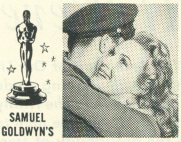
AD MAT NO. 212 — 2 COLS. x 1¾" (50 LINES)

The BEST LOVED Picture Of Our Time!
The MOST HONORED Picture Of All Time!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 211 — 2 COLS. x 1¾" (50 LINES)

BEST LOVED!
MOST HONORED!



SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
starring
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL
An RKO Radio Pictures Re-release

AD MAT NO. 102
1 COL. x 3½" (50 LINES)

BEST LOVED!
MOST HONORED!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 100 1 COL. x 2" (28 LINES)

BEST LOVED!
MOST HONORED!

SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 101 1 COL. x 2" (28 LINES)

BEST LOVED! MOST HONORED!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 104 1 COL. x 1" (14 LINES)

The Best Loved!
The Most Honored!
SAMUEL GOLDWYN'S
THE BEST YEARS OF OUR LIVES
An RKO Radio Pictures Re-release

AD MAT NO. 105 1 COL. x 1" (14 LINES)

Barriers Melt!

Barriers melt and obstacles to their marriage disappear as Cathy O'Donnell and Harold Russell, the latter portraying a handicapped veteran, reach a final understanding in this scene from Samuel Goldwyn's immensely popular film-drama, "The Best Years of Our Lives." This Award-winning production is attracting new audiences after an absence from the screen. William Wyler gets credit for the deft direction.

MAT 2-J

Harold Russell's Triumphs On and Off Screen

(Biographical)

One of Cambridge (Mass.) most dramatic citizens is young Harold Russell, a genial, black-haired Irishman with an incandescent smile. Educated in the local public schools, Russell was graduated from Rindge Technical High School in 1933, and went to work for a grocery chain store. He started as counterman, was promoted to meat-cutter, and wound up as store manager.

What makes this stocky young man unique is the fact that as an instructor in demolition at Camp Mackall, Sgt. Russell and a defective fuse on an exploding TNT charge were at the same place at the same time, with the result that young Russell lost both hands.

Instead of accepting what looked like inevitable limitation, the courageous young vet became expert in the use of the mechanical hooks which replaced his hands.

Life Magazine reproduced some scenes from an Army training film, "The Diary of a Sergeant," which showed how Russell was overcoming his injuries. The article attracted the attention of Producer Samuel Goldwyn who offered Russell the role of *Homer Parrish*, handicapped veteran in the star-studded film, "The Best Years of Our Lives."

Out of the nine Academy Awards given the picture, Harold Russell won two in this, his first professional appearance on the screen. Returning now after a short absence, the dauntless young vet is again seen as the youngster whose biggest battle is against his own uncertainties and whose greatest victory is won in the tree-shaded streets of his home town.

In private life, Russell has, like the character he portrays in "The Best Years of Our Lives" married a childhood sweetheart. They are the parents of Jerry, seven-year-old adopted son, and Adele Rita, their two-year-old daughter.

Professionally he is the author of an inspiring autobiography, "Victory in my Hands," which became a best seller the year of its publication (1949).

Despite his youth, author-actor Russell is one of the outstanding personalities of the nation-wide rehabilitation program. Past national commander of AMVETS, he is one of the leaders of the World Veterans Federation. Vice-president of World Veterans Fund, he is actively concerned in its self-help program on an international scale.

Harold Russell's return in his heart-warming role in the re-released film has added emphasis and interest to his numerous appearances on forums, over TV, on the lecture platform and before civic, military and educational groups. Tireless in his work of teaching the hopeful, inspiring the hopeless and demonstrating his pet theory that what a man has lost is not so important as the way he uses what he has left, Russell, both off and on the screen once more points up the drama of one man's quiet victory over circumstances.

When Terror Rides the Night!

Teresa Wright's sympathetic understanding comes to the aid of dream-fevered Dana Andrews, in this scene from Samuel Goldwyn's Award-winning production, "The Best Years of Our Lives." These two are co-starred with Myrna Loy, Fredric March and Virginia Mayo in the celebrated film again being shown after several years absence from the screen. William Wyler won an Oscar for its direction.

MAT 2-H

"BEST YEARS" Merits Your Best Efforts— Promote It As If It Were a New Picture!

It has been some years since "The Best Years of Our Lives" has been exhibited in your territory. The prestige of this Award-winning production, the big-scale promotion put behind its return to the current screen, the vitally human nature of the problems met and solved in this story of how three men take up the threads of their interrupted lives — all point to the desirability of treating this attraction as if it were a new production.

Well in advance of your showing hold preview screenings **for their re-review value.** Invite the reviewing staffs of all local publications. Naturally if there are in your territory reviewers who have never seen the picture they will want to catch it at an advance screening; older critics will be glad to refresh their memories of this history-making photoplay.

Invite leaders of public opinion: Heads of civic organizations, chambers of commerce, Kiwanis, Rotary, Lions, YMCA and other secular and religious bodies; invite the clergy; invite your leading educators; and invite heads of locals of all important women's organizations.

Personal contact with editors and leading clergymen is desirable to the end that editorial paragraphs and expressions from the pulpit may follow. "Best Years" is above all a story of cheerfulness, optimism and healthy reaction to their problems of normal, essentially human men and women. These problems are vital in this current year; their happy solution in "The Best Years of Our Lives" merits commendation from authoritative sources. **Such expressions of opinion may be utilized as an important factor in your advance promotion.**

Exploitation Based on the Title

"The Best Years of Our Lives" is a title made to order for exploitation through contests, questionnaires and the like—and the clever showman can capitalize on it in many ways through newspapers, over the air and in local stunts. . . . Many of these title-based promotions were turned to good account when "The Best Years of Our Lives" was first released; they can be used just as effectively now. Others are new—with the possibilities of television especially in mind. The alert exploiteer will find numerous variations and new twists and angles of his own for some of the ideas here enumerated in brief.

Inquiring Photographer

Secure the co-operation of your local newspaper, and early during the run of the picture at your theatre have it send out a man with a camera to ask of a selected assortment of men and women, **What do you consider are the best years of our lives?** Each person so interviewed should be photographed, and his picture published, together with his or her answer.

This stunt should appeal to your newspaper, for its human interest value, and also because it has value from a circulation standpoint. (As eminent a paper as the DAILY NEWS of New York, with the largest daily circulation in the country, ran this column). The photographer or reporter on the job should try to get people in widely differing age groups and also in different walks of life. After the column has appeared in the paper it should be blown up to giant size and mounted for a lobby display.

Letter Contest

As a contest for brief answers embodied in letters sent in, this promotion should be started about a week in advance of your showing, with some newspaper or editor of a woman's page, etc., acting as judge.

Over the Air

Basically this same stunt lends itself admirably to promotion on the air—either through interviews broadcast on radio and accompanied by clever ad-lib comments by the officiating M-C, or, even more spectacularly, to a spot on a television program, where the opportunity for discussion lends additional interest to the topic.

In any case where prizes are indicated it should not be difficult to promote simple prizes, with guest tickets to runners-up. Winning groups should be invited to see the picture as guests of the management.

School Essay Topic

The same holds true in applying the title as the basis for a high school essay, with cooperation having been secured from the teacher of an English course or a class studying civics or contemporary history.

Long-Married Couple Contest

Much human interest attaches to a contest for the best answers to be secured from couples who have enjoyed long years of marital happiness, and who, therefore are in a position to speak feelingly on the topic of "the best years" of their lives. Golden-wedding couples, and other couples in the community well known as having been long wed, could be drawn into this contest, with genuine interest attaching to their findings. In this case all the old couples participating should be invited to see the picture, with newspaper coverage arranged. A photograph of such a group should appeal to any city editor because of its local and general human interest.

TIE IN WINDOW DISPLAYS WITH PICTURE'S THEME AND TITLE

Applying the same treatment as that suggested on page nineteen for department store advertising, window displays may be arranged tieing up with the title of the picture. This idea is capable of unlimited variations—all emphasizing the central theme that the possession or use of the merchandise displayed will help promote *"the best years"* of the lives of the users. The inclusion of posters and stills from the picture will help out the spectacular effect in these displays. The alert window-dresser should be eager to follow this line of promotion as offering a novel and different approach to his window-offerings.

CAPTION CONTEST

Here is a simple contest that should be run in advance of your showing. It can be arranged in cooperation with a local newspaper—or, failing that—can be done through distribution to the fans attending your theatre and through your direct-mail list. Using the mat reproducing this scene for either method, invite the fans to write the best description of what this picture represents, and give some simple prizes for the best answers. Obviously it is the picture of a bride—but what is the situation? Actually, it is a moment in the culmination of the romance of *Wilma* (Cathy O'Donnell) and *Homer* (Harold Russell) in "The Best Years of Our Lives." Another twist could be—"Why I think Cathy O'Donnell Makes the Perfect Bride"—this of course cimed at the fem fans.

ORDER MAT No. 2-X

HOLD HOMECOMING PHOTO CONTEST — OPEN TO ALL

Tie up to the fact that "The Best Years of Our Lives" is preeminently a picture of homecoming and its aftermath, by holding a contest for the best local HOMECOMING PHOTOS.

Promotion may be made with cooperation of a local dealer in cameras and photo supplies, from whom prizes might be promoted, and who will assist in distributing announcements of the contest, etc. . . . Get local artists, art editors or professional photograph galleries to help in the judging. . . . Open the contest to all, amateurs and professionals . . . the one condition being that these must be actual scenes of home-coming welcoming, etc., as occurring in your local territory. . . . Make display of the best entries on a board in your lobby, with a centre-piece of stills showing homecoming welcomes between Myrna Loy and Fredric March, Virginia Mayo and Dana Andrews and Cathy O'Donnell and Harold Russell. . . . Get the editor of the camera news and photographer's column of the local paper on the job, with daily plugs. **(Note treatment as a pictorial feature on opposite page).**

NATIONALLY ADVERTISED

this appealing sales message, in page-length two-color display, reached an approximate **100 million readers** (based on the combined circulation of 19 million for the two national weeklies used)— **a selling-force that is certain to make itself felt impressively at your box office!**

This Week MAGAZINE The American Weekly

How many

big moments

can a man or woman have?

It keeps happening all of our lives. The big moments—the rare moments that give life a new meaning. And you say to yourself—"I'd love to live this moment again—". Yes, there's no forgetting those big moments and you know it when you are living them.

So it is with the memorable moments that you share with someone at your side. Sometimes in a theatre, sometimes at the movies. Not that there aren't many films that delight and transport you for the moment. But occasionally, you see one that transcends entertainment and your awareness is deeper than tears or laughter. It creates a bond with what you have been, what you have known, what you have felt.

Such a picture is the moving, touching story of soldiers and sweethearts which Samuel Goldwyn filmed under the title "The Best Years Of Our Lives." You see it and you live it, your eyes misting through your smiles as if this story were about you and your own loved ones. The power and impact of this drama have won it countless awards, world-wide honors, an unprecedented number of Academy Awards. But its finest accolade is the one which you and millions of others will give it when you walk out of the darkness of the theatre and say to yourself, "I'd love to live this moment again—"

Watch for "The Best Years Of Our Lives" at your local theatre.

TRANSCRIPTIONS—TEASERS—RADIO

Regular Radio Spot Announcements

Ten exciting, ticket-selling spot announcements on a double-faced platter are available FREE on "BEST YEARS OF OUR LIVES"! These transcribed radio spots have special and unusual vocal attention-getters to help capture the listener's attention! . . . The record includes four one-minute spots, three thirty-second spots, and three fifteen-second station breaks. . . . All spots allow plenty of time for your own commercial. Plant these radio spots immediately with your local stations.

Special Celebrity Spots!

An excellent double-faced radio platter with: BOB HOPE, HEDDA HOPPER, ERSKINE JOHNSON, on one side, and: KEN CARPENTER, DON WILSON, WENDELL NILES, JIMMY WALLINGTON on the other side! . . . This record includes one-minute spots, thirty-second spots, and fifteen-second station breaks. . . . All spots allow plenty of time for your own commercial. Plant these celebrity spots immediately with your local stations.

Theatre Lobby Spots

Special lobby sound record with announcer's voice and sound-effects for your P.A. system in lobby and out front . . . this record plays CONTINUOUSLY on an automatic 78 rpm phonograph changer!

Open-End Star Interview Platters

Personal Interview Record, five minutes in length, with FREDRIC MARCH! . . . Personal Interview Record, five minutes in length, with ROBERT E. SHERWOOD! . . . Personal Interview Record, five minutes in length, with HAROLD RUSSELL! . . . Personal Interview Record, five minutes in length, with TERESA WRIGHT!

Special "Tex & Jinx" Radio Show

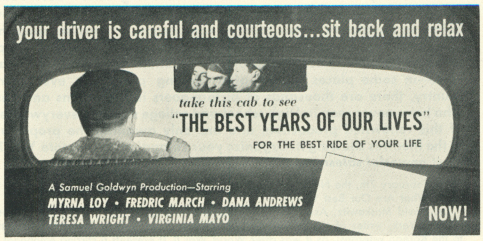
An unusual 12" single-faced radio platter featuring "Tex and Jinx." The show highlight is Fredric March's famous speech from "The Best Years of Our Lives" . . . There is sufficient time at the end of show to include your own commercial.

The Harold Russell Show for Women's Clubs

This is a special and memorable platter, fifteen minutes in length, recorded especially for use by your local and various women's clubs. It can be played at home as well as on the air. At any kind of club meetings or social gatherings!

ALL FREE **Any and all of the above material is available to the exhibitor free of cost. Direct orders to Pressbook Dept., SAMUEL GOLDWYN PRODUCTIONS, 1270 Sixth Avenue, New York 20, N. Y.**

TAXI COURTESY CARD CAMPAIGN


your driver is careful and courteous...sit back and relax
take this cab to see
"THE BEST YEARS OF OUR LIVES"
FOR THE BEST RIDE OF YOUR LIFE
A Samuel Goldwyn Production—Starring
MYRNA LOY • FREDRIC MARCH • DANA ANDREWS
TERESA WRIGHT • VIRGINIA MAYO
NOW!

This is the card, the use of which has been authorized by the New York Police Department, The Hack Bureau and The Taxicab Safety Council, Inc. With the approval of your local authorities it can become a force in your promotional campaign. Cards can be had free on request.

With the aid of the card shown above you can promote your attraction to all the cab-riders of your territory—a susceptible element in your theatre patronage. The tie-up is a natural, as the cab driver in "Best Years" is the first to extend a friendly greeting to the homecomers in the picture—and the campaign comes to you with the prestige of having been okayed by the New York Police Department, Division of Licenses—in the city boasting the most taxis and the toughest driving conditions in the world—and also with the okay of the Taxicab Safety Council, Inc.

The Police Department letter reads as follows: **"In reference to your letter . . . wherein you request permission to use card, sample of which you enclosed, in connection with the release of the motion picture "Best Years of Our Lives," be advised that said permission is hereby granted." (Signed by Benjamin J. King, Deputy Chief Inspector).**

The Safety Council letter reads as follows: **"We have received a copy of the Careful and Courteous Driver sticker, together with a letter from the Hack Bureau authorizing the use of same on the partition of the cabs. . . . We feel that this sticker will in some measure help reduce accidents. We therefore recommend the use of the same." (Signed, Taxicab Safety Council, Inc., 1775 Broadway, New York).**

Hold screenings for taxicab drivers and company officers; also Police Department heads and License Bureau officials.

Get the backing of your local Police Department and the city taxi companies—and get these cards posted in every taxi in your city! The cards should be placed, after due authorization, on the side of the partition separating driver from rider—and facing the driver.

You do not have to print these cards. They will be supplied to you free upon application to PRESSBOOK DEPARTMENT, SAMUEL GOLDWYN PRODUCTIONS, 1270 SIXTH AVENUE, NEW YORK 20, N.Y. There is a space for local Theatre imprint. Let us know how many you need.

THEME SONG

The well-known ballad, "Among My Souvenirs," is employed in a number of scenes in "Best Years," and becomes the nostalgic theme-song of the production. This composition by Edgar Leslie and Horatio Nicholls is available as sheet music, and is commonly stocked in all shops handling same. It has been recorded by many performers, the following being a list of popular records now available:—

DECCA No. 23745—BING CROSBY with Russ Morgan and His Orchestra.
CORAL No. 61064—BETTY McLAURIN.
CORAL No. CRL 56007 (LP) Jan Garber and His Orchestra.

The song also appears as a selection in these albums:—

DECCA No. DL 5171—(LP) "Songs Of Our times, 1927".
CORAL No. CRL 56044—(LP) "Time On My Hands"—Herb Jeffreys.
CORAL No. CRL 56099—(LP) "Hawaiian Reveries"—Danny Stewart and His Islanders.

Order Your Regular Theatre Trailer from National Screen Service Branch Exchanges

Also available: A twenty-second teaser trailer for theatre use. This may be had FREE by applying to Pressbook Dept., Samuel Goldwyn Productions, 1270 Sixth Avenue, New York 20, N. Y.

TELEVISION PROMOTION

Free Television Show

This is a TV five minute show called: "Exclusive Hollywood Highlights." It is a TV package that consists of 30 to 35 stills from the picture in a running continuity, plus a 5 to 7 page accompanying script for the TV stations' local announcer to use. This is an open-end TV show, with the local announcer reading the written continuity; the stills supplied tell the story of the picture and parallel the announcer's script, enclosed. An excellent and entertaining TV attention-getter . . . order it NOW . . . for *FREE* from Pressbook Dept., Samuel Goldwyn Productions, 1270 Sixth Ave., New York 20, N. Y.

Also Available

Five one-minute television trailers, and four twenty-second television trailers. Order from Pressbook Dept., Samuel Goldwyn Productions, 1270 Sixth Avenue, New York 20, N. Y. These trailers are FREE.

Youth Response—a Vital Factor in Your Promotion

A vast new youth audience has come into being since "Best Years" was released in 1947. This element of our population, more dominant now than ever before in the history of our country, can become a trenchant spear-head in your campaign to promote your showing of "Best Years" locally—if properly organized and handled. Since the picture was withdrawn within two years of its release—in some places earlier—after playing practically every screen in the country, there are thousands of picture-goers in their teens and early twenties who have never seen it. High school and college students everywhere have heard of this renowned production, and are only awaiting the proper urge to flock to the theatres showing it. *Organize your campaign to promote YOUTH into your most powerful salesman!*

On February 7th, the New York Times Youth Forum televised a panel discussion on the question: "What Are Our Best Years?"

Dr. David Moskowitz, Associate Superintendent of High Schools, Board of Education, City of New York, writes of the Samuel Goldwyn production: "It is as timely, today (with respect to the Korean veterans), as it was after World War II. It presents a stirring emotional theme of moral courage, patriotism and devotion, which can fittingly be brought to the attention of people by the revival of this picture."

The January, 1954, issue of *Seventeen Magazine* includes an editorial review by a teen-ager: "A movie most teen-agers would find rewarding. I felt its warmth and found it a meaningful story for now." *(Reduced facsimile at right).*

The teen-age editor of the *New York World Telegram & Sun* attended a special screening accompanied by four high-school students, and then did a column on what they might consider their best years to be. (Also shown, reduced, at right).

A Look at an Old Movie

seventeen

"The Best Years of Our Lives"

Teen Talk

Honor Students Go to Movies As Homework

Above is a reduced facsimile of the page from SEVENTEEN magazine, quoted at left. . . . At right is a reduced replica from the column in the New York World-Telegram.

Suggested Activities

The following activities are suggested in your campaign to promote your presentation of "The Best Years" through the cooperation of this most important element in your patronage:—

A radio or television Youth Forum discussion should be offered a local program which lends itself to a panel discussion format. This might be a one-shot feature on an afternoon commentary-type show.

A special screening should be held for a group of high-school students accompanied by their local teen-age editor. Resulting editorial should be blown up and displayed in lobby.

Promote in the local paper an Inquiring Photographer column for youth on the question: "What Do You Think the Best Years of *Your* Lives Will Be?"

As a Sunday roto possibility, go after a pictorial layout on a college student veteran of Korea, centered around a homecoming picture, and bringing him up to date.

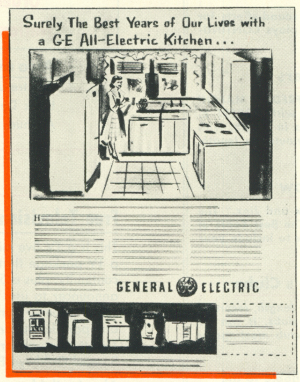
SUGGESTIONS FOR TIE-INS TO LOCAL ADVERTISING CAMPAIGNS

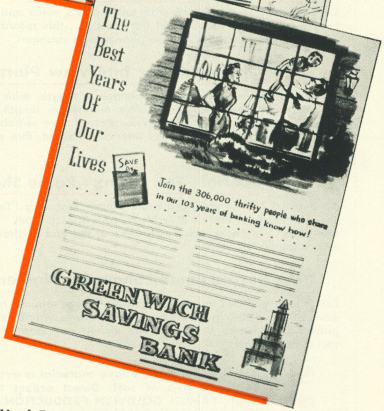
The drawings here shown are offered as suggestions for advertising treatment only. *No tie-in has been effected or is implied with any of the concerns or firms whose names have been used in these illustrations.*

They merely represent selections from the broad field of general advertising, as furnishing examples of how the title and the theme of "THE BEST YEARS OF OUR LIVES" can be used to the mutual advantage of the local theatre offering the attraction and the alert advertiser keen to key his merchandising campaign to a subject or topic currently in the local limelight.

The showman in any field must naturally adapt this method of tieing-in with big-space local advertising to the especial situation in his home territory: In one location it will be real estate, in another automobiles, in a third house-furnishings, and so on. No one knows the opportunities of any particular locality better than the showman who, day by day, sells his offerings to the local patronage: You can effect these tie-ups better than anyone outside of your field of operation.

THE BEST PERFORMANCE EVER
The Best Years of Our Lives...
LOOK HOW MUCH MORE YOU GET WITH MERCURY
BEST TIME EVER TO BUY A MERCURY
SEE YOUR NEAREST MERCURY DEALER!




The Best Years Of Our Lives
Join the 306,000 thrifty people who share in our 103 years of banking know how!
GREENWICH SAVINGS BANK

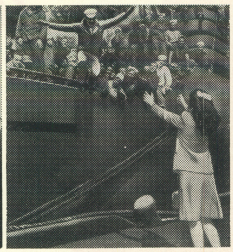
Reproductions (8½ x 11) of the above sketches will be supplied Free upon request to PRESSBOOK DEPT., SAMUEL GOLDWYN PRODUCTIONS, 1270 SIXTH AVENUE, NEW YORK 20, N. Y.

HOMECOMING! – PHOTO PRESENTATION OF A TIMELY THEME!

Based on the fact that the theme of the Academy-Award picture, "The Best Years of Our Lives" is *Homecoming* — the story of three men taking up the threads of their interrupted lives — this feature on that subject should be of interest to the local newspaper, probably to the Sunday or magazine feature editor. . . . The subject is presented topically in the story-strip below, but is equally susceptible of treatment from the purely local angle, utilizing photos of homecomings of citizenry prominent in the community — photos which doubtless are reposing in the local paper's morgue.

To use the feature as here presented it is necessary only to order the mat of the story-strip (it is all on one mat) by number. IF any publication desires to make its own cuts of this material, duplicate photos of those shown here, accompanied by longer, typed captions, may be had free for the asking, by contacting PUBLICITY DEPT., SAMUEL GOLDWYN PRODUCTIONS, 1270 AVENUE OF THE AMERICAS, NEW YORK 20, N. Y.

LOS ANGELES—From Freedom Village, Korea, to the freedom of the U.S. comes Pvt. Jose Garcia, one of the first of the thousands of released war prisoners. "I prayed for you every day," sobbed his mother as her son gathers her in his arms.



LOS ANGELES—Homecoming is what the veteran lives for! When the U.S.S. Braxton touched home shores, William Aquine, unable to wait, literally jumped ship into the welcoming arms of his sister on the dock.

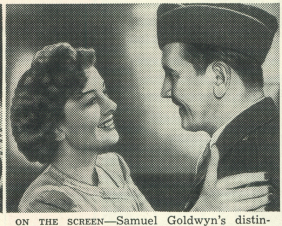
NEW YORK—One of the most dramatic homecomings of 1953 was the return of William Oatis, Associated Press correspondent, after three years in a Czech prison. Here he is reunited with his wife at a New York airport.

KANSAS CITY, MO.—Back after completing a globe-circling trip made all by herself, nine-year old Elizabeth Bean is welcomed home and into the waiting arms of her daddy—and is she glad to get back to this safe harbor!

VIENNA, AUSTRIA — Notable was the homecoming to his wife in Vienna of the American businessman, Robert Voegeler, whose imprisonment for 17 months in a Hungarian jail had become a cause celebre in diplomatic circles.

NEW YORK—An act of Congress got Gerda Goerauch, a resident of the Soviet zone in Germany, into the country and the arms of her waiting fiance, Sgt. John Hall, who met and wooed her while abroad.

HERMANVILLE, MD.—Home with his mother and safe, thanks to his two doggies, is four year old Stephen Andrews, after being lost in the woods all night. The child was found bedded down between his two guarding pups, cold but safe.



ON THE SCREEN—Samuel Goldwyn's distinguished film, "The Best Years of Our Lives," is recognized as one of the best-loved of homecoming pictures. Here Fredric March is welcomed back by his film wife, Myrna Loy.

MAT NO. 5-X (FREE. All Photos and Text Included. Obtain from Your National Screen Service Branch Exchange — FREE!)

Suggestion for an Editorial Blurb: **— In the hope that it may be useful as an introduction to a feature layout, the following is appended:**

HOMECOMING! — It is the Trend of the Day for America!

This is a time of homecomings — of soldiers returning from Korean paddies and compounds, of gaunt, dazed Americans released from Iron Curtain prisons, of refugees from labor camps reunited with long-lost families on the free soil of America; of missionaries quietly returning from little known parts of the globe; of seafarers, adventurers, explorers slipping into American harbors for some precious moments with family and friends before setting forth once again; of returning generals and heroic captains who stayed with their doomed ships.

The drama of coming home is as old as recorded literature and as new as tomorrow's headlines. It's the Homeric tale of Ulysses, or the songs of Stephen Foster; today's feature story in the hometown paper, Enoch Arden, number one song on the hit parade, or the theme of the Academy Award picture, "Best Years of Our Lives."

Homecoming is the soldier's hope, the traveler's dream, a mother's prayer.

PROMOTE DEPARTMENT STORE ADVERTISING THAT FEATURES MERCHANDISE OFFERED AS ENHANCING "THE BEST YEARS"

In the most notable big-space department store advertising tied up to a film attraction, leading department store merchandisers throughout the United States keyed full-page advertising to "The Best Years of Our Lives" during the period of the picture's first release. It was done then—and it can be done again—because it is a natural.

Get together with your local department store leaders on the idea of keying their advertising to this title. The promotion is capable of unlimited application in the presentation of merchandise offering. A few suggestions as to headings that help carry this idea are as follows:

"The Bon Marche Brings You Glamorous Dresses for 'The Best Years of Our Lives' "

"These Bon Ton Fashions for Teen-Agers Will Bring Their Wearers 'The Best Years of Our Lives' "

"Marshall's Star-Studded Easter Gifts are Ready for 'The Best Years of Our Lives' "

" 'The Best Years of Our Lives' Are Those We Spend Out-Doors— Here Are the Togs for Outdoor Play"

"Sports Wear for Youthful Wearers Promote 'The Best Years of Their Lives' "

" 'The Best Years of Our Lives' Demand the Best in Home Furnishings"

"Gifts for the Bride and Groom—and 'The Best Years of Their Lives' "

It is obvious that merchandise offerings in any line whatsoever can be tied up to this title—in advertising that can capitalize on current interest during local showings of this renowned attraction.

RAILROADS – TROLLEYS – BUS LINES

Capitalize on the unceasing efforts of the various types of public utility transportation systems to woo the public away from traveling by automobile, to tie in plugs for your attraction. Display cards can be made to read as shown below, and planted in railway stations, bus depots, trolley terminals, travel agencies, etc. Suggested copy might read:

TRAVEL BY RAIL — RELAX . . . ENJOY
"THE BEST YEARS OF OUR LIVES"
(Palace Theatre . . . Now)

LET THE OTHER FELLOW DO THE DRIVING
AND HAVE THE WORRY!
TRAVEL BY BUS . . . AND ENJOY
"THE BEST YEARS OF OUR LIVES"
(Palace Theatre . . . Now)

ELIMINATE TRAFFIC JAMS . . .
FORGET RED LIGHTS!
Ride Public Service Trolleys and enjoy
"THE BEST YEARS OF OUR LIVES"
(Palace Theatre . . . Now Playing)

Buses might be bannered as follows:

FOR SAFE, EASY, PLEASANT TRAVEL, RIDE OUR TOWN BUSES
and enjoy
"THE BEST YEARS OF OUR LIVES"
(Now playing . . . Palace Theatre)

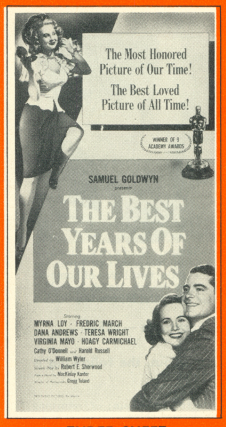
Posters–accessories

All New

ORDER FROM NATIONAL SCREEN SERVICE

THE MOST HONORED PICTURE OF OUR TIME!
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
Starring
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland
WINNER OF 9 ACADEMY AWARDS
THE BEST LOVED PICTURE OF ALL TIME!

SIX SHEET


The Most Honored Picture of Our Time!
The Best Loved Picture of All Time!
WINNER OF 9 ACADEMY AWARDS
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
Starring
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland

THREE SHEET

THE MOST HONORED PICTURE OF OUR TIME!
THE BEST LOVED PICTURE OF ALL TIME!
WINNER OF 9 ACADEMY AWARDS
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL · Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland

ONE SHEET

THE MOST HONORED PICTURE OF OUR TIME!
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
Starring MYRNA LOY
FREDRIC MARCH · DANA ANDREWS
TERESA WRIGHT · VIRGINIA MAYO
HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland
WINNER OF 9 ACADEMY AWARDS
THE BEST LOVED PICTURE OF ALL TIME!

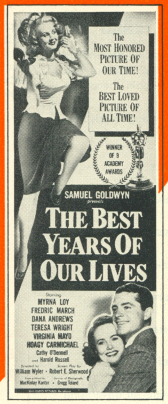
WINDOW CARD

THE MOST HONORED PICTURE OF OUR TIME!
THE BEST LOVED PICTURE OF ALL TIME!
WINNER OF 9 ACADEMY AWARDS
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL · Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland

22 x 28 Style "A"

The Most Honored Picture Of Our Time!
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
MYRNA LOY · FREDRIC MARCH
DANA ANDREWS · TERESA WRIGHT
VIRGINIA MAYO · HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler
Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor
Produced by Gregg Toland
WINNER OF 9 ACADEMY AWARDS
The Best Loved Picture Of All Time!

22 x 28 Style "B"


The Most Honored Picture Of Our Time!
The Best Loved Picture Of All Time!
WINNER OF 9 ACADEMY AWARDS
SAMUEL GOLDWYN
presents
THE BEST YEARS OF OUR LIVES
MYRNA LOY
FREDRIC MARCH
DANA ANDREWS
TERESA WRIGHT
VIRGINIA MAYO
HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler · Screen Play by Robert E. Sherwood
From a Novel by MacKinlay Kantor · Produced by Gregg Toland

INSERT CARD

SAMUEL GOLDWYN
presents
The Best Years of Our Lives
MYRNA LOY · FREDRIC MARCH · DANA ANDREWS · TERESA WRIGHT · VIRGINIA MAYO · HOAGY CARMICHAEL
Cathy O'Donnell and Harold Russell
Directed by William Wyler · Robert E. Sherwood
From a Novel by MacKinlay Kantor · Produced by Gregg Toland
WINNER OF 9 ACADEMY AWARDS

Sample of **LOBBY PHOTO 11 x 14**
Set of 8

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